



ADS CENTER

Resource Center to Address
Discrimination and Stigma

BRIDGING THE GAP BETWEEN WHERE WE ARE AND WHERE WE NEED TO BE

U.S. Department of Health and
Human Services
Substance Abuse and Mental
Health Services Administration
Center for Mental Health Services

11420 Rockville Pike, Rockville, MD 20852
1-800-540-0320 stopstigma@samhsa.hhs.gov

Training Date & Time

**September 14, 2006
(Thursday)**

**12:00PM to 1:30PM
(Eastern Time)**

Free Teleconference Training *Protest and Reward Strategies*

Recovery from mental illness is a complex process. As with all serious illness, the well-being of recovering individuals is affected by the attitudes that surround them.

Challenging Stereotypes: An Action Guide. U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Mental Health Services.

Many problems confronting people with mental illnesses result from public misunderstanding about psychiatric disorders. There are a variety of strategies that advocates might use to change negative attitudes and behaviors directed at people with mental illnesses. According to Patrick Corrigan, Psy.D., strategies that accomplish these goals include protest that demands righteous change and reward that seeks to partner with allies who will promote and enhance positive and appropriate attitudes.

Please join the the staff of the SAMHSA ADS Center on **Thursday, September 14, 2006**, as we introduce the topic of protest and reward strategies. We will present the research supporting the value and effectiveness of protest strategies in suppressing negative attitudes and representations of mental illness, and describe specific protest and reward models or approaches and share the program outcomes.

For more information about this training, or to register as a participant, please see the *Trainings* section of the SAMHSA ADS Center web site, <http://www.stopstigma.samhsa.gov>.

About the ADS Center

The SAMHSA ADS Center helps people design, implement, and operate programs that reduce stigma and discrimination associated with mental illnesses. With the most up-to-date research and information, the ADS Center provides assistance to individuals, organizations, and governments countering such stigma in the community, in the workplace, and in the media.

This teleconference is sponsored by the SAMHSA ADS Center, a project of the U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Mental Health Services. The training is free to all participants.

Subscribe to receive our monthly update by sending an e-mail to stopstigma@samhsa.hhs.gov or by calling an ADS Center representative at 800-540-0320. If you would like to comment on the materials included here, please send an e-mail to stopstigma@samhsa.hhs.gov, or write to Resource Center to Address Discrimination and Stigma Associated With Mental Illness; Informational Updates; 11420 Rockville Pike; Rockville, MD 20852

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www.stopstigma.samhsa.gov